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News conference to announce red light enforcement campaign, other efforts

Partners in Toward Zero Deaths efforts – including law enforcement, traffic engineers and others – will join together to announce an upcoming campaign that will target drivers who run red lights. The news conference will be held Wednesday, September 20, at 2:30 p.m. at the Public Safety Building, 2030 N Arlington Avenue, Duluth.

Statistics show that most serious traffic crashes within the cities of Duluth, Hermantown and Proctor occur at intersections controlled by traffic signals. Of these serious crashes, most are right-angle crashes caused by a driver running a red light.

The red light enforcement campaign will take place the week of September 25, and will involve multiple law enforcement agencies. The goal of the campaign is not to issue tickets, but to raise public awareness and remind motorists of the dangers of not obeying red lights.

St. Louis County Public Works recently completed the installation of blue lights on the signal posts at 14 intersections in Duluth and Hermantown where either two county roads, or a county road and city street intersect. The blue lights are synchronized with the traffic signal to shine at the same time as when the traffic signal shows red. This assists the law enforcement officer at the scene who can use the blue light to determine if a motorist ran a red light.

Toward Zero Deaths (TZD) brings together a variety of traffic safety organizations that share the belief that even one traffic-related death is unacceptable. As it works toward this goal, TZD has adopted a strategy of “4Es”: education, enforcement, engineering, and emergency medical and trauma services.

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